

Sanatorium and resort activities are the most important factor in the sustainable development of the Republic of Crimea

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Abstract. The theory, methodology and practice of studying the functioning and development of sanatorium and resort activities in the context of ensuring stable regional dynamics and sustainable development of territories are at the stage of comprehension. The strategic vector of socio-economic development of a new subject of the Russian Federation, the Republic of Crimea, is seen by the authors in close connection with the development of sanatorium and resort activities. The study is aimed at substantiating the most important factor in the sustainable dynamics of the Republic of Crimea, namely the stable functioning and development of sanatorium and resort activities. The methodological basis of the study was the findings and conclusions of scientists studying the issues of sustainable functioning of sanatorium and resort activities and working in the subject field of regional economics, health economics, the concept of human capital, the concept of the quality of life of the population, and the theory of services. The research methodology is based on formalization and systematization approaches, bibliometric and content analysis, and the method of analogies and comparative analytical methods are also used. The information base consisted of scientific publications of domestic and foreign scientists, regulatory, analytical, program and strategic materials of the Government of the Russian Federation, state regional authorities of the Republic of Crimea. The main results of the study are: putting forward and proving a scientific hypothesis confirming the importance of the functioning and evolution of sanatorium and resort activities and medical tourism in the system of factors for ensuring sustainable development of the Republic of Crimea. The results of the study contribute to the development of theoretical and methodological principles of regional economics, public management of economic and social processes in order to achieve sustainable regional development.

1 Introduction

The relevance of the research presented in this article is due to a number of reasons, among which we will highlight the most important.

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Firstly, there is a small number of works devoted to the study of regional aspects of the formation, development and functioning of sanatorium and resort activities, which for a number of regions of both the Russian Federation and foreign ones is the most important factor in the sustainable development of territories.

Secondly, the appeal to the problem of knowledge of sanatorium and resort activities as the most important factor in the sustainable socio-economic development of a number of territories in Russia and foreign countries is also due to the fact that the importance of the individual as a key factor in positive economic dynamics has been increasing, in connection with this over the past decades. We see a shift in interest to the social direction of scientific research, within which human capital and its important component are studied - its health capital.

Thirdly, within the framework of understanding the issues of sustainable development of territories, research on the functioning and development of sanatorium and resort activities, which forms the basis for the sustainable specialization of special types of regions - regions of sanatorium and resort significance, as well as many municipalities localized in their space, is of particular importance.

The object of study within the framework of this article is the region - the Republic of Crimea, in the territorial structure of which urban districts of sanatorium-resort type are of particular importance, ensuring the sustainability of territorial development.

The purpose of the article is to prove a scientific hypothesis about the significant impact of the functioning and development of sanatorium and resort activities in the system of ensuring the sustainable development of a special region that recently became part of the Russian Federation - the Republic of Crimea.

2 Materials and Methods

The methods used by the authors to write the article are based on formalization and systematization approaches, bibliometric and content analysis.

The methodological foundation of the research conducted within the framework of this article is formed by scientific approaches to the study of sanatorium and resort activities at the regional (local) level, developed in line with regional economics, health economics, the concept of human capital, the concept of the quality of life of the population, and the theory of services. The variety of approaches we use is due to the complexity and multifaceted nature of the research object.

Scientific principles and postulates that have developed within the framework of the new formative scientific direction of health economics [1, 2, 3, 4, 5], as well as the concept of human capital [6, 7, 8, 9] and the quality of life of the population [10, 11, 12, 13] allow us to draw conclusions that are important from the standpoint of substantiating the sustainable socio-economic development of territories.

1. Increasing importance in modern society, in the structure of its economy, incl. regional economy, such type of economic activity as healthcare and the sanatorium and resort activities included in it, which are important in ensuring sustainable regional dynamics and sustainable development of territories. In a number of regions of Russia (Republic of Crimea, Krasnodar Territory, Republic of the North Caucasus, Kaliningrad Region, etc.), tourism and recreational activities and, as part of it, sanatorium and resort activities form a stable specialization, as well as the "genetic code" of the territory, which lies in basis for the sustainability of socio-economic dynamics.

2. Sanatorium and resort activities are an important economic and social resource for the development and sustainability of the country, its regions and municipalities, through the formation of economic and social effects.

We see the manifestation of the economic effects of the functioning of sanatorium-resort activities in the following processes that ensure the sustainability of the development of territories: “involvement of the territory’s resources (natural, recreational and others) in economic circulation, the formation of sustainable regional and municipal specialization, the development of related types of economic activity (agriculture , trade, public catering, transport, service sector, etc.) (multiplier effect), creating new jobs, developing the infrastructure of the region and its municipalities, attracting effective demand from other territories, filling the budget of the region and municipalities, etc.” [14, p. 215].

The social effect, and through it the increase in the sustainability of territorial development, is much more difficult to assess, but its main manifestations can be traced in the following: “strengthening human capital and health capital of the population of the country and its regions and, as a consequence, increasing labor productivity; increasing the income of the population of the territory of deployment, creating conditions for social stability; preservation and restoration of cultural heritage sites in the region, etc.” [14, p. 215].

The scientific foundation of the theory of services [15, 16, 17, 18] and theories of regional (local) economic development [19, 20, 21, 22] allows us, firstly, to meaningfully interpret the activities of sanatorium and resort organizations as a special type of economic activity, developed in a certain space of a region or municipality based on the predominant use of its unique natural healing factors, the result of which is the provision of a specific, complex service that satisfies a person’s need for treatment, strengthening, maintaining health, as well as recreation, creating special economic and social effects for the region of deployment and other regions of the country. These effects described above are important in ensuring the sustainable development of the territories where sanatorium and resort activities are located.

Secondly, an important feature of the sanatorium-resort service is its high degree of complexity and complexity, due to the inclusion of measures for treatment, health improvement, prevention, as well as temporary stay, food, transport services for visitors, recreation, etc.

3 Results and Discussion

The future directions of socio-economic development of the Republic of Crimea as a whole and its municipalities, in particular, the prospects for the dynamics of sanatorium and resort activities in the region, are determined by a number of legislative, strategic, program documents adopted at the federal and regional levels.

Note that these documents have different targets, development and implementation tasks. However, the main vector resulting from the analysis of their content is stimulating the development in the economic space of the Republic of Crimea of the region’s specialization industries, which form its competitive advantages, ensure sustainable development, and are sectors of economic growth, among which in the first positions are tourism and recreational activities, sanatorium activities -resort organizations.

On the territory of the Republic of Crimea there are more than 40 salt lakes, the bottom sediments of which are formed by mud deposits. According to the provisions of the State Program for the Development of Resorts and Tourism, in the Republic of Crimea five objects are considered as promising deposits for use in sanatorium-resort treatment: lakes Saks koye, Chokrakskoye, Koyashskoye, Dzharylgachskoye and Bulganakskoye Sopochnoye field. Currently, the only developed deposit of medicinal mud in the region is the Saki healing lake, the hydromineral resources of which are widely used in sanatorium and resort treatment by health resorts in the cities of Saki, Evpatoria, Feodosia and the southern coast of Crimea.

According to the conceptual guidelines of the State Program for the Development of Resorts and Tourism, one of the priority areas for the development of the Republic of Crimea is the effective functioning of the sanatorium and resort industry. The main factor in ensuring and increasing efficiency is the use of mineral waters, therapeutic mud, beaches, climatic and landscape resources, sea and mountain air.

The conceptual prerequisites for the development of sanatorium and resort activities in the space of the Republic of Crimea, as well as in the territory of urban districts, are laid down in the content of the State program of the Russian Federation “Socio-economic development of the Republic of Crimea and the city of Sevastopol” (2019) and the State program for the development of resorts and tourism in Republic of Crimea, approved by a resolution of the Council of Ministers of the Republic of Crimea (2016).

These documents provide for the formation and development of five tourist and recreational clusters on the territory of the Crimean Peninsula:

- on the territory of the urban district of Yevpatoria – the tourist and recreational cluster “Children’s recreation and health improvement”;
- on the territory of the Saki urban district – the tourist and recreational cluster “Therapeutic and recreational recreation”;
- on the territory of the urban-type settlement Koktebel (urban district of Feodosia) – tourist and recreational cluster “Koktebel”;
- on the territory of the Chernomorsky district (the village of Olenevka) – the tourist and recreational cluster “Chernomorsky”;
- a tourist and recreational cluster is also being formed on the territory of the Leninsky district in the area of Lake Chokrakskoye.

4 Conclusion

Our research indicates a special “genetic code” of economic and social development of the Republic of Crimea, which is based on sanatorium and resort activities, which act as a unique, important element of regional sustainability, a guarantor of stability. The preservation of this segment of the economy creates conditions for ensuring economic growth and positive socio-economic dynamics of the entire Crimean Peninsula.

An analysis of strategic and programmatic documents adopted at the federal and regional levels allows us to assert that the development of sanatorium and resort activities is considered as an important strategic vector passing through their system. There is every reason to predict the strengthening of the position in the economic and social space of the Republic of Crimea of urban districts of the sanatorium-resort type, attracting the visiting population to their territory even in the difficult conditions of an unstable epidemiological and geopolitical situation. In turn, in the structure of the municipal economy of urban districts of the sanatorium-resort type, one should expect an increase in the share of such type of economic activity as activities in the field of health care and social services, which includes the activities of sanatorium-resort organizations. It is the growing importance of the sanatorium-resort component that will serve as an important factor in strengthening the position of activities in the field of healthcare and the provision of social services.

Considering the multiplier effect that has been proven and substantiated by the authors of the article, which arises as a result of the development of sanatorium-resort activities [23], in the structure of the economy of urban districts of the sanatorium-resort type, one should expect at least stability (sustainability), and in the case of a favorable situation, an increase in the types of activities related to the development of the consumer market for goods (retail trade) and the provision of services (activities of hotels and catering establishments, activities in the field of culture, sports, leisure and entertainment).

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